

Final Report

FY 2009 Task 1.03

Virginia Coastal Zone Management Program –
Virginia Department of Environmental Quality

Virginia CZM Program Outreach Activities

December 2011



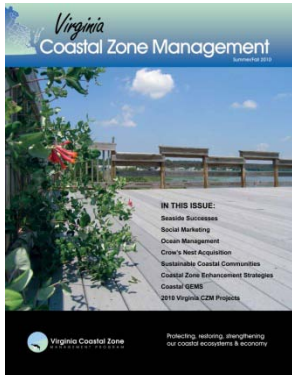
Funding for the Virginia CZM Program Outreach Coordinator staff position and the outreach products outlined in this report were funded by the Virginia Coastal Zone Management Program at the Department of Environmental Quality through Grant #NA08NOS4190466 of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, under the Coastal Zone Management Act of 1972, as amended.

FY 2008 Task 1.03 Virginia Coastal Program Outreach Final Report *October 1, 2009 – December 31, 2011*

In addition to providing outreach support as needed to VA CZM Program Office staff, and partner agencies and organizations, FY 2009 grant funding for Coastal Program Outreach supported the following grant products:

Multi-Media Materials -

Virginia Coastal Zone Management Magazine:



An issue of the *Virginia Coastal Zone Management Magazine* was published (Summer/Fall 2010) and released in December 2010 on-line and in hardcopy <http://www.deq.virginia.gov/Programs/CoastalZoneManagement/ReportsPublications/VACZMMagazine.aspx>. Writing, editing and graphic design of this issue occurred during the FY 09 Task 1.03 grant year, while final production - print coordination and distribution – occurred during the first two months of the FY 10 Task 1.03 grant. Of the 2000 copies of the magazine printed (1000 fewer copies than the last issue published in December 2008), just over 1770 copies were mailed to VA Delegates and Senators, VA's congressional delegation, VA CZM agency directors/boards/commissions, Tidewater local governments (*elected/appointed officials, SWCD Chairman, PDC and planning directors, planning commission chairmen, wetlands board chairmen*), Coastal Policy

Team members, federal government staff (*NOAA and EPA*), other state CZM program managers, and conservation and education contacts. The remaining hardcopies are being judiciously distributed from the Virginia CZM Office during meetings and public events. *A PDF copy of the magazine is attached as final product and a hardcopy is available upon request.*

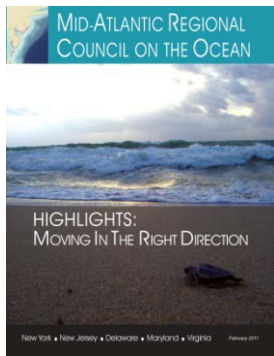
“Natives Plants of Accomack and Northampton”:



This grant supported print coordination and distribution of the first printing (2,500 copies) of the Plant ES Native campaign's new guide to Eastern Shore Natives – “*Natives Plants of Accomack and Northampton*” in December 2009 (*design of the guide was funded under FY08 Task 1.03 and FY09 Task 1.03 and the first printing of the guide was funded under FY07 Task 10.07 and FY07 Task 1.03*). Funds in this FY 09 Task 1.03 grant were later used in March 2010 to reprint the guide – an additional 2,500 copies. Demand for the guide was high and all but a few of the initial 2,500 copies were distributed during 2010. The guide required

slight updates, including addition of two large demonstration gardens to the demo garden section that installed after the first printing. The guide continues to be distributed to partner agencies, community organizations and select public venues for further distribution to gardeners throughout Accomack and Northampton counties. Just under 200 copies were distributed among the campaign's newly certified “Community Leaders” for distribution during their March 30, 2011 training. The guide is also

downloadable from the Plant ES Natives campaign website at <http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/NativePlantList.aspx>



“MARCO Highlights: Moving in the Right Direction”:

Graphic design and layout of this MARCO report began during the second half of the FY 09 Task 1.03 grant year (production was completed during FY 10 Task 1.03). Printing of this publication – 300 copies provided to the 5 mid-Atlantic states for redistribution - was funded under this FY 09 Task 1.03 grant. The report is also available on-line on the MARCO website at

<http://www.midatlanticocean.org/>, and a link to the PDF is provided on the Virginia CZM Program website at

<http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/Ocean.aspx>

Funds in this grant were also used to support development of the following communication/marketing materials:

- CSO funding fact sheet for FY2009 – writing and design;
<http://www.deq.virginia.gov/Programs/CoastalZoneManagement/FundsInitiativesProjects.aspx>
- “Plant ES Natives” campaign ads on WESR Eastern Shore radio; ad copy and media buy coordination in Spring 2010 - #333 ads airing April 1 – May 29 (media buy funded under FY 07 Task 1.03); and ad copy and media buy in fall 2010 - #333 ads airing September 19 – November 14. Radio ads can be heard on the campaign website at <http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/MediaRoom.aspx>

Virginia CZM Program Website:

The Outreach Coordinator maintained the Virginia CZM main website, including sub-sites for the Seaside Heritage Program

(<http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/VirginiaSeasideHeritageProgram.aspx>), Seaside Water Trail

(<http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/SeasideWaterTrail.aspx>) and Coastal GEMS

(<http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CoastalGEMSGeospatialData.aspx>);

and, the ‘Plant ES Natives’ social marketing campaign at

<http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants.aspx>.

News Media:

As a result of the implementation of a media strategy for the Plant ES Natives campaign and release of new ES native plant guide, and a press release on the acquisition and restoration project at Kiptopeke State Park, articles were secured in a local ES magazine, Mosaic (highlighting the campaign, guide and acquisition), and a series of articles appeared in local environmental newsletter, Shorelines, produced by Citizens for a Better Eastern Shore. *A PDF of the articles are attached, and can be read online at*

<http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/MediaRoom.aspx>

Coordinated TV ad sponsorship of the “James and Me” Streaming the James Video Contest for students in partnership with the James River Association and FOX TV.

Workshops/Campaigns –

Plant ES Natives Social Marketing Campaign:

This grant supported continued coordination of the “Plant ES Natives” social marketing campaign. In addition to regular communication with partners and members of the public and responding to requests for information, with FY 09 grant support, the Outreach Coordinator:

- designed and distributed a mid-campaign evaluation survey and generated a summary analysis to share with partners. The results of the survey indicated that the campaign’s approach was on track, but indicated areas the approach could be tweaked to make the campaign more effective, including use of social media – namely Facebook - to facilitate communication between the campaign and the public and to encourage communication between Shore gardeners. The findings of the survey can be found in the campaign overview document at <http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/MediaRoom.aspx>
- organized presentations by Virginia CZM and campaign partners in January, May and July 2010 at the University of Virginia’s Anheuser Bush Coastal Research Center in Oyster on the topics of native coastal habitats and migratory songbird habitat, and presented on social marketing and the campaign at the Virginia Tech/Virginia Cooperative Extension Good Green Bad Green Conference in September, 2010;
- produced, procured and distributed multi-media materials such as radio ads, garden center ES native plant guide (most campaign media is downloadable from the campaign website at <http://www.deq.virginia.gov/Programs/CoastalZoneManagement/CZMIssuesInitiatives/NativePlants/MediaRoom.aspx>);
- facilitated installation of a new demonstration garden in Wachapreague (funded under FY08 Task 14) and in Kiptopeke State Park (funded under FY 08 Task 13);
- secured garden center adoption of 4 of the official campaign demonstration sites, including Wachapreague.
- continued coordination with local garden centers and nurseries.

A report – updated in February 2011 - providing an overview of campaign research, planning, design and implementation, is attached as final product (this report was previously submitted as final product to FY 07 Task 10.07 and FY 08 Task 1.03 – many of the multi-media products designed under FY 08 Task 1.03 in preparation for the campaign’s kick-off in April 2009 were produced with funds budgeted in FY 07 Task 10.07 – the report also is available on-line at <http://www.deq.virginia.gov/Portals/0/DEQ/CoastalZoneManagement/plantesnativescampaignsummarystatusreportupdated2-2011.pdf>

Educational Exhibits/Signage:

The Outreach Coordinator worked with the CZM Program Manager and DCR State Parks staff to design a series of interpretive signs for the Taylor/Virginia CZM Tract at Kiptopeke State Park, and installed in October 2010 (signs were printed using FY08 Task 13 funds). The signs highlight bird migration, the Southern tip Partnership and land conservation, the value of an on-site pond, restoration of forest habitat and forest succession and the value of ES native plants. Began working with Nature Conservancy staff to produce interpretative signs for TNC’s new Living Shoreline Demonstration in Oyster.

Virginia CZM Program exhibits appeared at the following October 2009 - September 2010 events.

- Dragon Run Day – October 2009 (Virginia CZM initiated and sponsored event)
- Urbanna Oyster Festival 2010 – November 2009
- Virginia Sea Grant symposium – January 2010
- Virginia Aquarium Coastal Trends Event (April 10 – annually over 2000 attendees)
- Earth Day event at Mt. Trashmore in Virginia Beach – May 2010 (consistently one of the largest Earth Day events in Virginia's Coastal Zone)
- Virginia Conservation Network Annual Conference – September 2010
- Plant ES Natives Campaign exhibit circulated among various events on the Eastern Shore with campaign team members.